

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jim Beam Brands Co.		02/23/2004	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

Name:	Diageo North America, Inc.
Street Address:	Six Landmark Square
City:	Stamford
State/Country:	CONNECTICUT
Postal Code:	06901
Entity Type:	CORPORATION: CONNECTICUT

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2173685	TATTOO

## CORRESPONDENCE DATA

Fax Number: (203)359-7192

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 203.359.7465

Email: cindy.carey@diageo.com

Correspondent Name: Cindy Carey

Address Line 1: Six Landmark Square

Address Line 4: Stamford, CONNECTICUT 06901

ATTORNEY DOCKET NUMBER:

CAPTAIN MORGAN TATOO

NAME OF SUBMITTER:

Cindy Carey

Total Attachments: 1

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CH 2173685 \$40.00

## TRADEMARK QUITCLAIM DEED

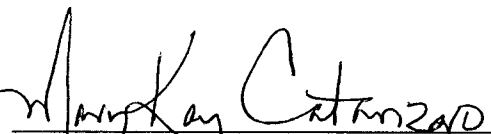
This trademark quitclaim deed is made between **Jim Beam Brands Co.**, having its principal place of business at 510 Lake Cook Road, Deerfield, Illinois 60015-4916, U.S.A. ("Beam"), in favor of **Diageo North America, Inc.**, having its principal place of business at 6 Landmark Square, Stamford, Connecticut 06901 ("Diageo").

Beam owns U.S. Trademark Registration No. 2,173,685 for the mark TATTOO, common law rights in the mark TATTOO (the "Mark") and any goodwill of the business symbolized by the mark TATTOO and desires to quitclaim all of its right, title and interest in the Mark to Diageo.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Beam quitclaims to Diageo, any and all of Beam's right, title and interest in the Mark including any goodwill of the business symbolized by the Mark.

**Jim Beam Brands Co.**

**Diageo North America, Inc.**



Signature

Mari Kay CATANZARO

Name

DIRECTOR, ADMINISTRATION

Title

DEERFIELD, IL 2/23/04

Place and date



Signature

Pamela Bower Nye

Name

Vice President Global Brand Innovation

Title

Stamford, CT 3/31/04

Place and date